

SEIKO

SEIKO Australia Marketing Campaigns 2011 – 2012



SEIKO

PULSAR

LORUS

2010-2011 ADVERTISING CAMPAIGN

SEIKO

DEDICATED TO PERFECTION



National Print Coverage



The advertising was featured across 20 magazine titles covering business, sport, fashion & lifestyle.

The campaign presented 53 full page executions.

On-line Advertising



2.2 million page impressions were delivered through news, sports, business and fashion websites.

2011- 2012 ADVERTISING CAMPAIGN

The SEIKO Story

New Feature on all communications



Advertising Tagline

SEIKO

DEDICATED TO PERFECTION

SEIKO watch Corporation earlier this year signed a three year agreement with Europe's Premier Football Club FC Barcelona. The partnership will allow SEIKO to feature FC Barcelona players in selective advertising creative and point of sale material. The partnership also extends to licensing rights of branded watches which will form part of SEIKO's marketing for Sportura.



The print campaign for 2011-2012 will feature - Ananta, Sportura, Premier and Coutura. The campaign will be featured across 20 national magazine titles targeted to specific consumer audiences. In total there will be 44 advertisements in the period July to December.



This year the advertising campaign will incorporate both an on-line element and outdoor exposure through airport locations.



Global Sponsorships

SEIKO has a rich history of sports sponsorship at a global and local level.

The sponsorship investment has positioned SEIKO in consumer minds as a watch brand which delivers outstanding accuracy, reliability & precision.

The SEIKO name is synonymous throughout generations for creating world first's in timing – highly accurate mechanical movements, the quartz pioneer in watch-making, inventors of the Kinetic movement, early produces of the Solar movement and for the introduction of the Spring Drive.

SEIKO has a long history of experience timing some of the world's major sporting events, the 1964 Olympic Games, and every IAAF World Championship since 1987 have relied on SEIKO for their timing.



SEIKO has also had sponsorship involvement in Formula 1 with the BAR Honda Racing Team. This was a three year sponsorship that commenced in 2005 which also included Jenson Button, then the driver for the BAR Honda team.



The SEIKO sponsorships have also embraced water sports, firstly with the 49er Association and then both the 49er and 29er Associations. The innovative sponsorship provided the perfect platform for the launch of SEIKO's new marine collection, Velatura.



In 2009 two Australian competitors won the 49er Speed Challenge event held in Weymouth, England with a new speed record of 21.6 knots.

In 2011 SEIKO Watch Corporation signed a three year sponsorship agreement with one of the most prestigious European Football Clubs in the World, FC Barcelona. www.fcbarcelona.com



SEIKO's partnership with FC Barcelona will be expressed in a variety of ways. As the Official Watch Partner of FC Barcelona, SEIKO will benefit from a wide range of marketing rights.

A key component of the partnership will be the licensing rights for branded watches.



SNAE75P



SNDD23P





*SPRON is a registered trademark of Seiko Instruments Inc.



SEIKO

DEDICATED TO PERFECTION

ANANTA. In 1881, at the age of just 21, Kintaro Hattori set up a company with the dream of making timepieces of distinction. SEIKO crafted its first mechanical watch in 1895. Ever since, SEIKO has built a tradition of continuous innovation that has enriched luxury watchmaking: the magic lever winding system in 1959, award-winning chronometers in the 1960's, the mechanical chronograph in 1969, and the SPRON 510* alloy for the mainspring in 1997. Today, that tradition is renewed with the new Ananta 12-hour chronograph. With a 45 hour power reserve, 34 jewels, exhibition case back, and a sapphire crystal with Super-clear Coating, it proves the value of 130 years of dedication to perfection. seiko.com.au

SEIKO

SRQ011J

Ananta

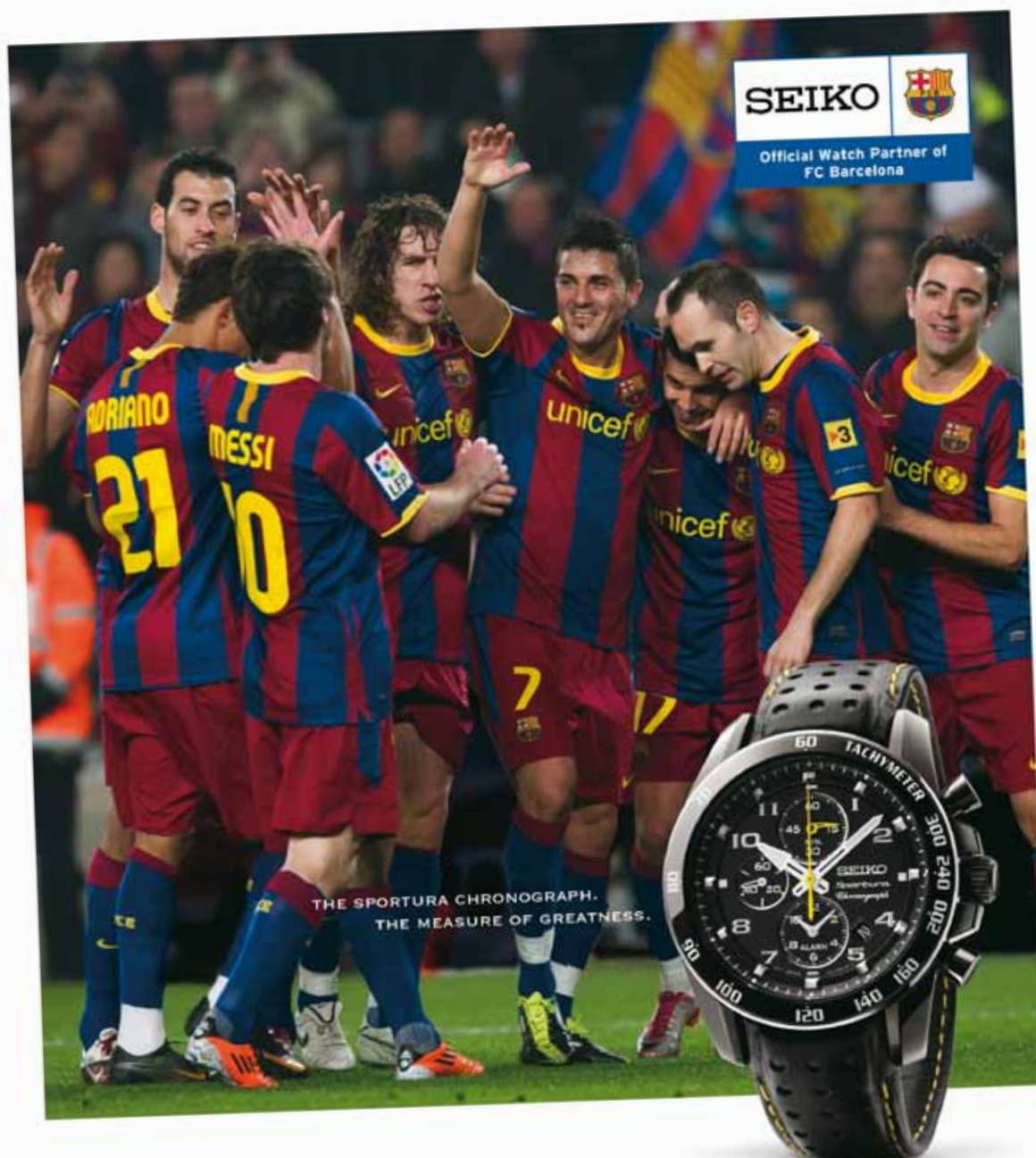
Publication	On sale date
Financial Review Magazine	29th July
Wish	5th August
Sydney Magazine	29th September
Melbourne Magazine	30th September
GQ	28th November
5 insertions	

On-Line	Site / Duration	Placement
Fairfax Digital	SMH - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Management
Fairfax Digital	The Age - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Management
Fairfax Digital	WA Today - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Management
Fairfax Digital	Brisbane Times - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Management
Fairfax Digital	SMH - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Luxury
Fairfax Digital	The Age - 5th to 18th September, 3rd to 9th October, 6th to 13th December	Executive Style - Luxury
Fairfax Digital	WA Today - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Luxury
Fairfax Digital	Brisbane Times - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Luxury
News Digital Media	The Australian - 5th to 18 September	Executive Life Style
News Digital Media	The Australian - 5th to 18 September	Sports - Rugby Union

Page Impressions 226,930

PUBLICATIONS





SEIKO

Official Watch Partner of
FC Barcelona

THE SPORTURA CHRONOGRAPH.
THE MEASURE OF GREATNESS.



SEIKO
DEDICATED TO PERFECTION

SPORTURA. For more than a century, both SEIKO and FC Barcelona have, in our different arenas, been dedicated to perfection. Now, we are partners, celebrating our shared determination to be the best with the new Sportura Chronograph. SEIKO invented the quartz chronograph in 1983 and has timed world class sport for 50 years. All this experience comes together in the new Sportura. With 10 bar water resistance, a sapphire crystal and a 1/5 second chronograph, Sportura is the watch chosen by perhaps the greatest team in world football. seiko.com.au

SEIKO

SNAE67P

Sportura

Publication	On sale date
Football+	3rd August & 7th December
Mens Health	15th August, 17th October & 19th December
GQ	26th September
Virgin Blue Voyeur	1st November
Qantas	1st November & 1st December
Mens Style	5th September & 12th December

11 insertions

On-Line	Site / Duration	Placement
SBS	The World Game - 28th August to 30th October & 1st to 30th November	Homepage
SBS	The World Game - 28th August to 17th December	Barcelona Content Targeting UCL
SBS	The World Game - 28th August to 30th October & 1st to 30th November	Champion's League - Homepage
SBS	The World Game - 28th August to 17th December	Barcelona Content Targeting La Liga
SBS	The World Game - 28th August to 30th October & 1st to 30th November	Homepage
SBS	The World Game - 28th August to 30th October & 1st to 30th November	ROS
MCN	Sky Digital Media - 28th August to 15th September	Sky Sports Football
MCN	Sky Digital Media - 28th August to 15th September	Football 365
MCN	Sky Digital Media - 28th August to 15th September	Teamtalk
MCN	Sky Digital Media - 28th August to 15th September	Sky Sports ROS
MCN	Fox Sports - 28th August to 15th September	Football Section (EPL Only)
Adconion	eDM - 7th November	Solus eDM
Viva La Mobile	Ad Network - 28th August to 30th November	Running on Ad Network/Android
		Page Impressions 4,250,000

PUBLICATIONS



SYDNEY



Indoor

Arrivals LCD Network, Arrivals
Sydney International Airport NSW 2020

With a total of 4 screens, the Large Format LCD screens at airside arrivals in the Pier B & C area. The panels combined with a strategic message provide high impact to 100% arriving passengers to Sydney International airport.



Outdoor

Qantas Valet Exit
Sydney Domestic Airport NSW 2020

One of 4 panels opposite the Qantas arrivals terminal at Sydney Airport, this site is designed to impact affluent business travellers waiting for taxis, and a driving audience coming from the Virgin and Jetstar pick up zones.



BRISBANE

Kingsford Smith Drive
Hamilton QLD 4007

This is the only outbound supersite on Kingsford Smith Drive, which is the primary route between the CBD and the airport through the heart of Brisbane's affluent north. This road also carries traffic to Eagle Farm racecourse and the cosmopolitan Portside entertainment precinct.

MELBOURNE

Western Link - Footscray Rd
West Melbourne VIC 3003

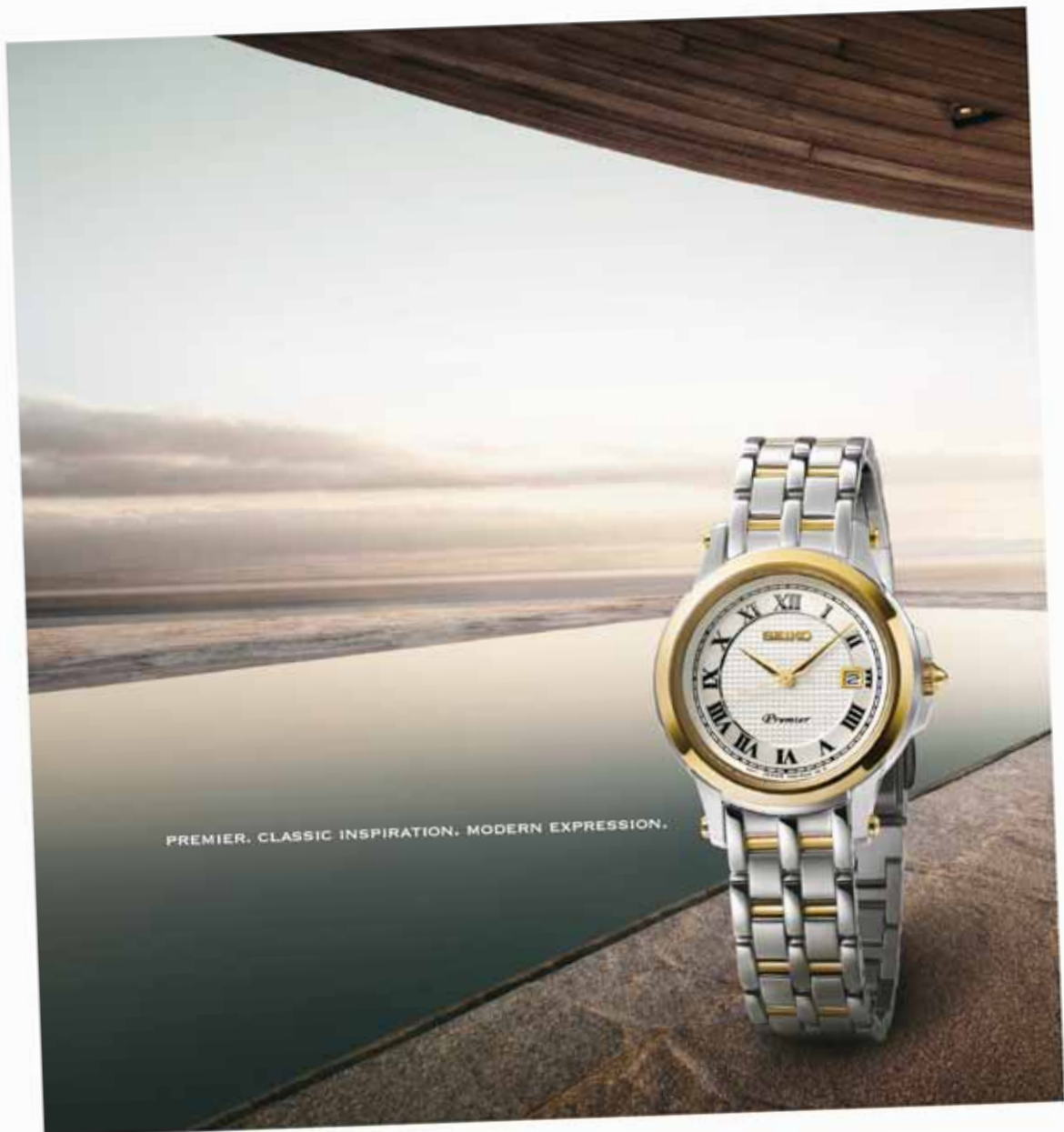
This site is positioned on the Western Link section of CityLink, which connects the airport and northern suburbs of Melbourne with the West Gate Freeway, and on to the CBD. This spectacular panel impacts drivers after they have crossed the Bolte Bridge.



PERTH

Domestic Terminal Carpark Entry
Perth Airport WA 6105

This central location on top of the ticketing box makes this billboard one of the premium locations at Perth Domestic Airport. It offers long uninterrupted viewing to all passengers and drivers approaching the airport terminals with extra long dwell time.



PREMIER. CLASSIC INSPIRATION. MODERN EXPRESSION.



SEIKO

DEDICATED TO PERFECTION

PREMIER. Since 1881, SEIKO has been dedicated to expanding the horizons of watchmaking, and knows that the secret of lasting beauty often lies in the balance of opposing elements. In SEIKO Premier, the textured dial and the roman numerals fuse perfectly with the 10 bar water resistant case and curved sapphire crystal to create a new expression of harmony. seiko.com.au

SEIKO

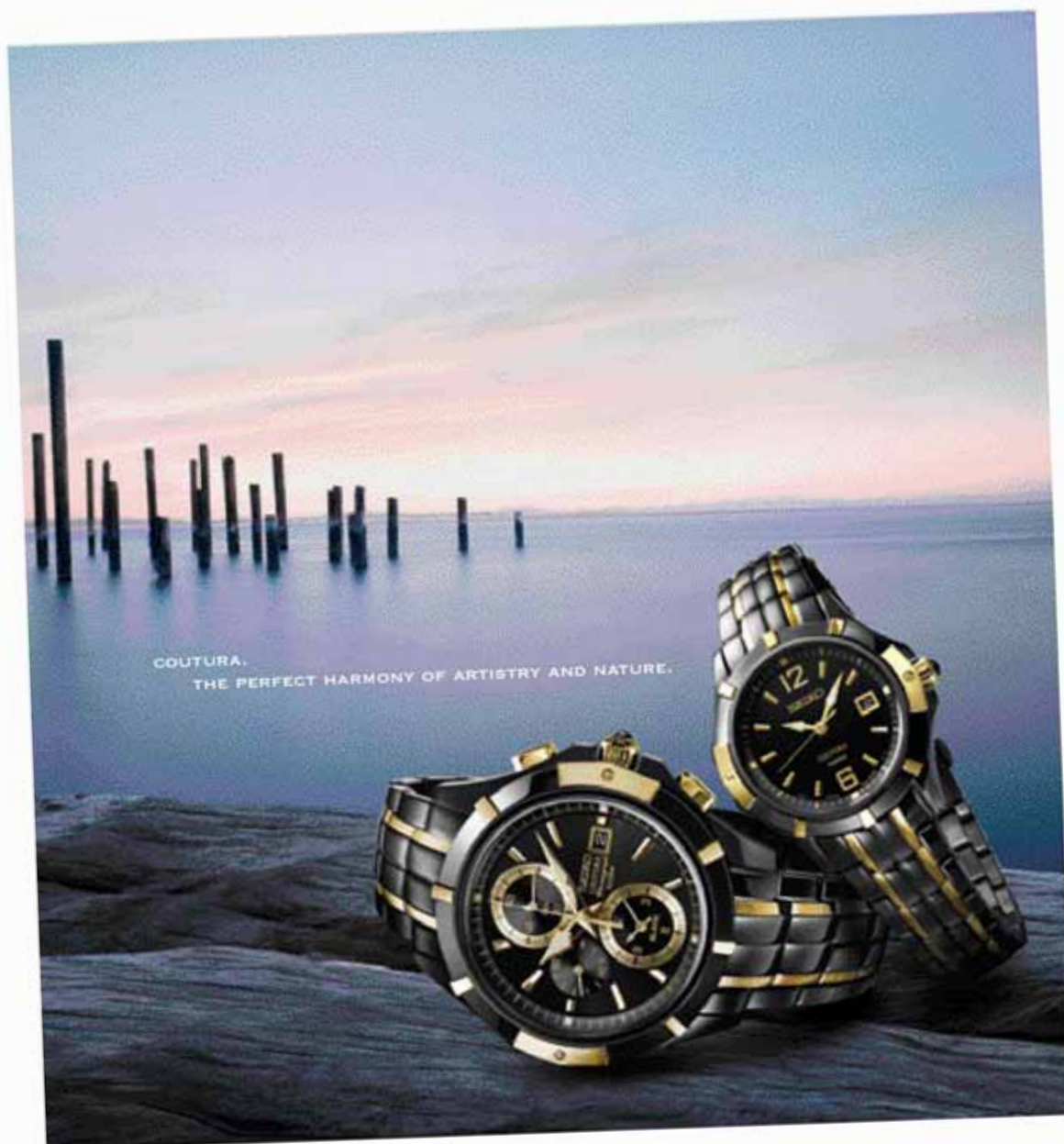
SXDE02P

Premier

Publication	On sale date
Instyle	12th September
Women's Health	19th September
Qantas	1st October
Women's Weekly	26th October
Madison	20th July, 21st December & 18th January
7 insertions	

PUBLICATIONS





SEIKO
DEDICATED TO PERFECTION

COUTURA. As the inventor of the quartz watch in 1969, and the analogue quartz chronograph in 1983, SEIKO has decades of experience in fusing high performance with elegant design. Today, the new Coutura collection offers stainless steel cases with black hard coating, a sapphire crystal, 10 bar water resistance and a cabochon crown. The artistry of these new creations reveals SEIKO's infinite attention to detail and proves the value of 130 years of dedication to perfection. seiko.com.au

SEIKO

SNAE70P / SXDE06P COUTURA

Publication	On sale date
Top Gear	1st August
Qantas	1st August & 1st September
Virgin Blue Voyeur	1st September, 1st October & 1st December
Madison	17th August, 21st September, 19th October & 16th November
Gourmet Traveller	25th July, 31st August, 3rd October & 28th November
Kia Ora	1st September, 1st October & 1st November
Women's Weekly	30th November
Harpers Bazaar	12th December, 30th January & 5th March

21 insertions

PUBLICATIONS





COUTURA.
THE PERFECT HARMONY OF ARTISTRY AND NATURE.



SEIKO
DEDICATED TO PERFECTION

COUTURA. As the inventor of the quartz watch in 1969 and the analogue quartz chronograph in 1983, SEIKO has decades of experience in fusing high performance with elegant design. Today, the new Coutura collection offers stainless steel case with black hard coating, a sapphire crystal, 10 bar water resistance and a cabochon crown. The artistry of the new Coutura reveals SEIKO's infinite attention to detail and proves the value of 130 years of dedication to perfection. seiko.com.au

SEIKO

SNAE57P9

COUTURA

Publication	On sale date
Mens Health	19th September
Top Gear	3rd October & 28th November
Mens Style	14th October & 27th February
5 insertions	

On-Line	Site / Duration	Placement
Fairfax Digital	SMH - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Luxury
Fairfax Digital	The Age - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Luxury
Fairfax Digital	WA Today - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Luxury
Fairfax Digital	Brisbane Times - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Luxury
Fairfax Digital	SMH - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Style
Fairfax Digital	The Age - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Style
Fairfax Digital	WA Today - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Style
Fairfax Digital	Brisbane Times - 5th to 18th September, 3rd to 9th October, 6th to 13th November	Executive Style - Style
News Digital Media	News.com.au - 5th to 18th September & 7th to 20th November	Business - Markets
News Digital Media	GQ - 5th to 18th September & 7th to 20th November	Style

Page Impressions 182,500

PUBLICATIONS



DISPLAYS AND VISUAL MERCHANDISING



SPORTURA AS THE HIGHLIGHT



The objective of visual merchandising is to highlight all the attractions of what's on the display; their qualities, functions, design and brand image.

Customers are strongly influenced by visual appeal. Customer purchase decisions are based on visual impressions.

A visual merchandising strategy that will attract attention is a key force in sales performance and projecting brand equity.



JULY 2011 DEALER CATALOGUES



Plan

Select which models are to be featured in the **key space**.
Separate by collection and design elements.

Technique – see Fig 1

Use different layout techniques – triangular (**orange**), repeated (**blue**), horizontal (**pink**), slanted (**red**).

Utilise talkers and decorative materials – talkers, information cards, logos etc.

SOLAR BROCHURE



FIG 1



COLLECTIONS CAN BE MOVED AROUND IN ORDER OF PRIORITY.

SEIKO PRODUCT KNOWLEDGE

SEIKO Australia Pty Ltd has developed a new training booklet and a new approach to training retail sales staff this year. Our objective is to equip a nominated person at store with selling and product knowledge skills to a level termed 'SEIKO SPECIALIST'.

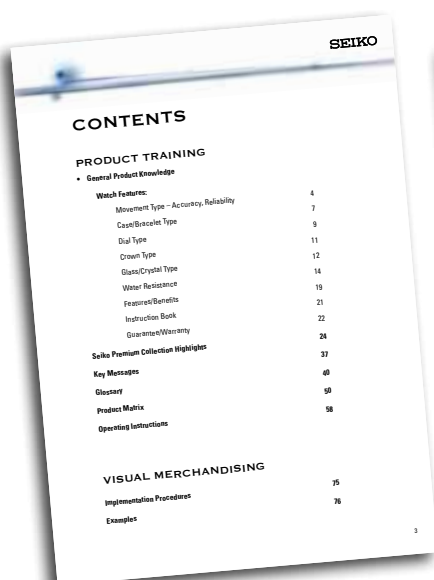
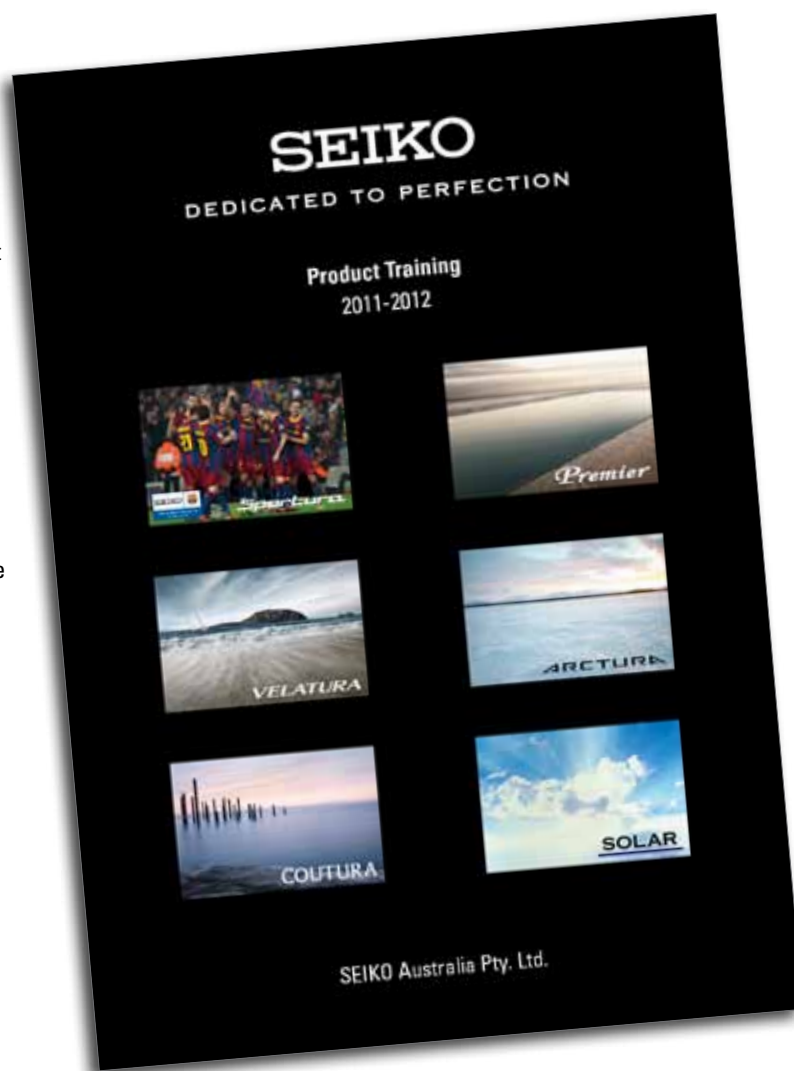
The product training approach will have more 'hands on' participation, the training will go over several sessions and incorporate, general product knowledge, specific function settings, opening customer selling statements, key messages and visual merchandising.

Each session will involve the newly learnt skill to be demonstrated back to the trainer who will record that the skill has been attained into the training manual.

After the training program is completed to a satisfactory performance standard the retail staff member will be supplied a certificate of excellence and a 'SEIKO SPECIALIST' badge.

The training program will be conducted by the sales representative over a period of several visits and mainly conducted during the normal call process.

A person equipped with solid product knowledge skills will have greater confidence in presenting product and supply greater assurance in the consumers purchase decision.



2011-2012 PULSAR ADVERTISING STRATEGY

The PULSAR Tell it your way campaign gains momentum through different forms of communication channels in 2011/2012.

PULSAR will be featured in the traditional channel of print with full page executions in national magazine titles. The titles selected are targeted at the PULSAR audience. The primary PULSAR audience of people being –



FEMALE

Aged 25 to 49
Appreciate design
Assurance of brand quality
A desire to be noticed



MALE

Aged 25 to 49
Assurance of brand quality
Functionality
A modern up-to date look



FACEBOOK



In 2011 PULSAR will also be communicating through the social media channel of Facebook.

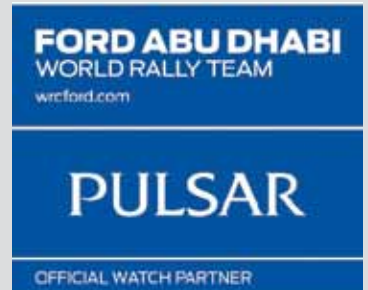
This strategy has been employed due to vast amount of users communicating through Facebook; **30 billion pieces of content are shared on Facebook every month** and people are **happier to communicate with brands online because it's on their terms.**



The strategy will be to increase the PULSAR brand awareness through leveraging the World Rally Sponsorship, through innovative interactive games related around time and through competitions.

WORLD RALLY CHAMPIONSHIPS

The World Rally Championships (WRC) comes to Australia in September 2011. PULSAR will be using the World Rally Championship as the face of this year's advertising campaign for its men's sports collection.



PULSAR has a global agreement with the Ford Abu Dhabi World Rally Team and the three drivers, Mikko Hirvonen, Jarri-Matti Latvala and Khalid Al Quassimi, the same driver's who took the team to the runners-up spot in 2010.

A winning combination PULSAR and the Ford Abu Dhabi World Rally Team.



PULSAR MEN'S – PU2007X

Every second is a new challenge.

From SEIKO WATCH CORPORATION



Like us on
Facebook

facebook.com/pulsarwatches.au



Stainless steel case
1/5 second chronograph
Tachymeter
10 Bar water resistant
Mineral crystal
PU2007X
RRP \$325
pulsarwatches.com.au

PULSAR
Tell it your way

PU2007X

PULSAR

Publication	On sale date
Wheels	17th August, 21st September, 19th October & 16th November
Top Gear	29th August & 31st October
Motor	14th September, 12th October, 9th November & 14th December
10 insertions	

PUBLICATIONS



PULSAR WOMEN'S – PT3057X

Your time. Your story.

From SEIKO WATCH CORPORATION



Like us on
Facebook

facebook.com/pulsarwatches.au



Stainless steel case
100 metre water resistant
Mineral crystal
48 crystals on case
PT3057X
RRP \$225
pulsarwatches.com.au

PULSAR
Tell it your way

PT3057X

PULSAR

Publication	On sale date
Who	26th August & 16th December
Shop till you drop	12th September & 14th November
Women's Health	17th October & 21st November
Instyle	10th October & 14th November
Grazia	14th November & 28th November
10 insertions	

PUBLICATIONS

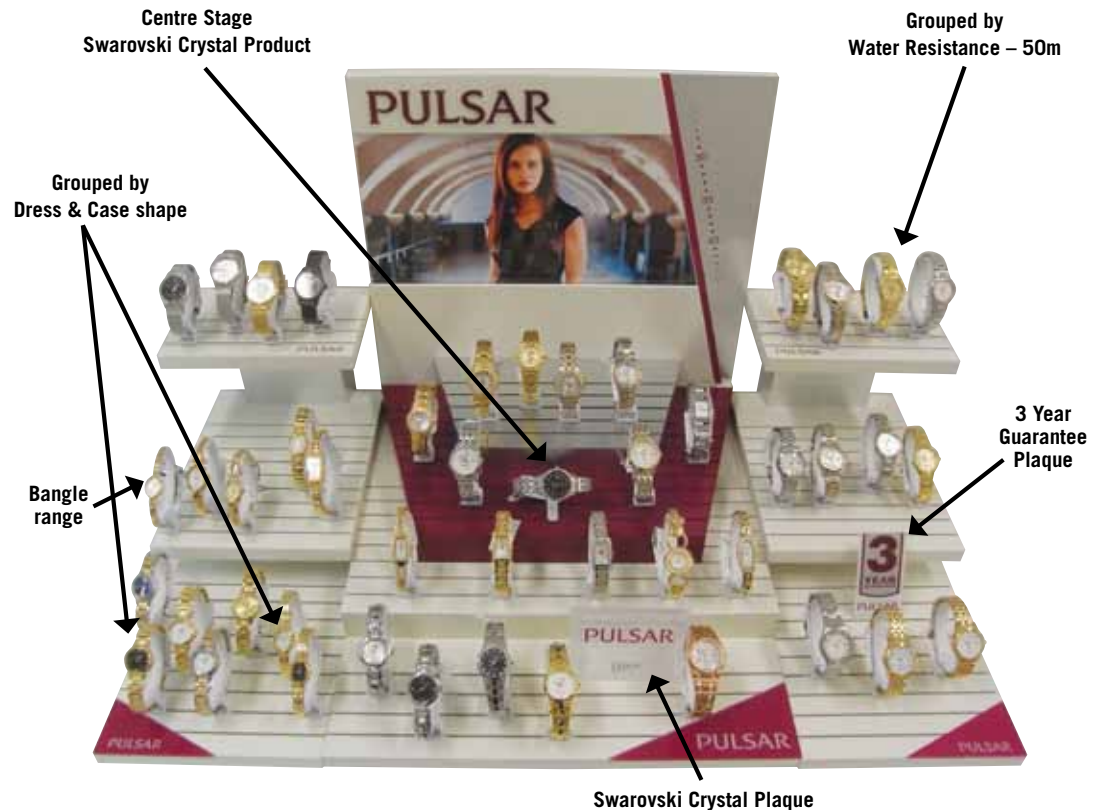


DISPLAYS, POINT OF SALE AND VISUAL MERCHANDISING

PULSAR WINDOW DISPLAY

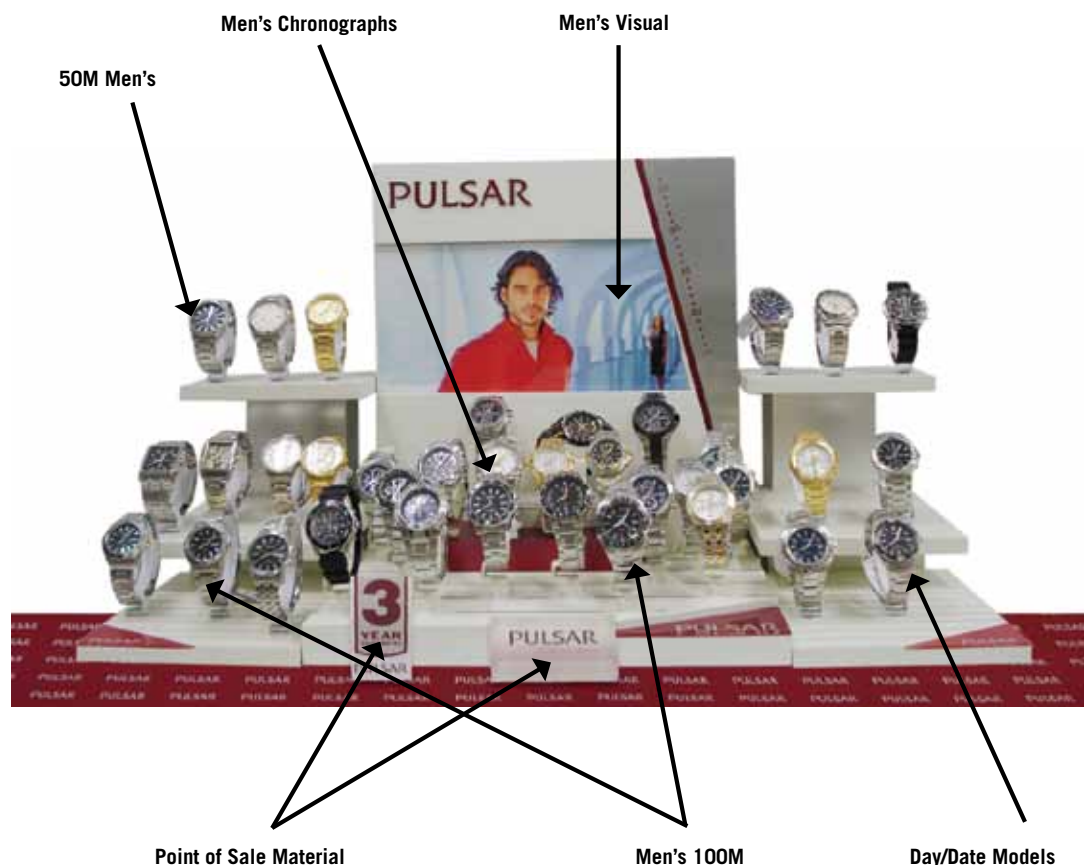
Women's Feature

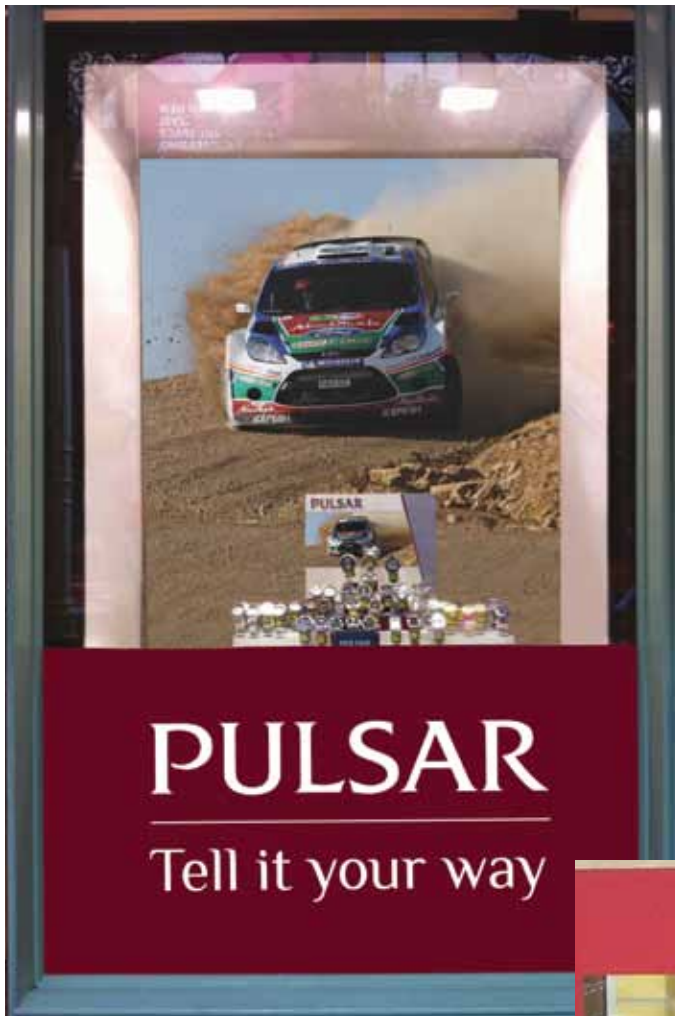
- Insert the women's visual into the back of the display
- Group the product by case, water resistance or feature (Swarovski)
- Utilise product talkers with placement next to the desired highlight
- Swarovski plaque, 3 year guarantee
- Check the alignment of the products
- Group the more expensive merchandise in the centre stage of the display or on higher points of the display to attract attention



Men's Feature

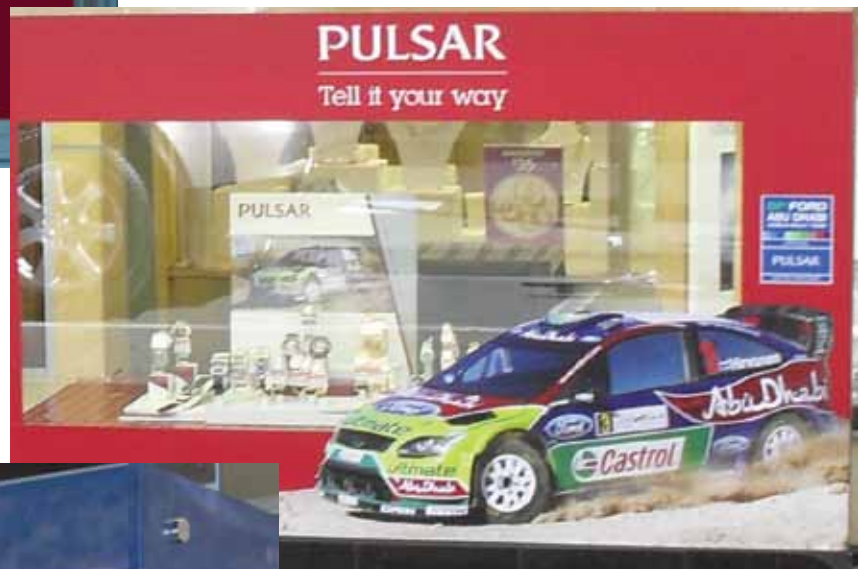
- Insert the men's visual into the back of the display
- Group the product by case, water resistance or function
- Utilise product talkers with placement next to the desired highlight
- Swarovski plaque, 3 year guarantee
- Check the alignment of the products
- Group the more expensive merchandise in the centre stage of the display or on higher points of the display to attract attention





Acrylic window applications are a good way of gaining more brand awareness.

The World Rally Championship (WRC) provide PULSAR with fantastic images that can be adapted to bring the window to life and reinforce the sponsorship association for PULSAR and the WRC.





LORUS is a watch that has designs for all occasions. The LORUS brand was first launched in 1982 and was an instant success. The LORUS name is now well recognised in the watch market and has established a reputation for quality whilst maintaining its affordability.

The LORUS collection offers a full range assortment, sports, dress, multi-function and now a strong collection of youth designs.

The LORUS brand is part of Seiko Watch Corporation. Every LORUS watch is supported by a two year guarantee for added customer assurance.

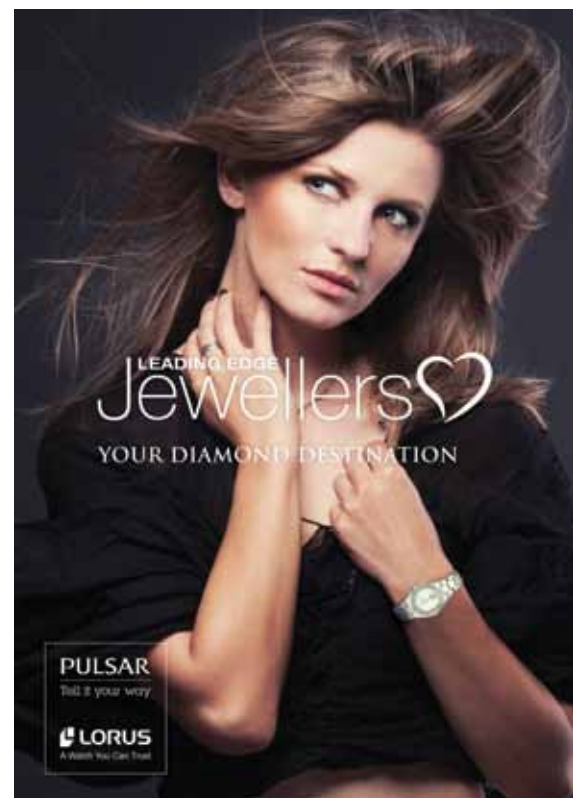
The LORUS collections strength is within the variety of sports designs and its product specifications - 50m and 100m water resistant, stainless cases and mineral crystal glasses.

The new LORUS collection continues to deliver appealing contemporary designs. LORUS, the watch to 'Celebrate Life'.



Celebrate Life

PULSAR & LORUS BROCHURES



Ready, Set, WIN!

WIN PRIZES VALUED AT OVER \$240,000

with
SEIKO

SEIKO'S BIGGEST INCENTIVE EVER!

Between 19th September 2011 to 14th February 2012, Seiko Australia will be giving you the opportunity to win over **1600 individual prizes valued over \$240,000!**

Every time you sell 2 x Seiko Watches, 2 x Seiko Clocks, 4 x Lotus or a great range of other products, you will receive 1 entry into the draw.

Remember to enter as many times as you like. The more times you enter the more chances you have to WIN! **1 Entry Form = 1 Entry into the draw.**

E.g. if you have 4 x Seiko swing tags, you will need to send in 2 SEPARATE entry forms. For further information to ensure your forms are filled out correctly with registration number and Manager's signature, please refer to your kit.

Enclosed you will find an entry kit detailing prizes, draw dates and cut off dates; an entry form booklet and an A4 page to keep as a template to photo copy entry forms. **Be sure to keep all of this information in a safe place.**

Should you have any questions, please refer to the FAQ section at the back of the kit or contact the Seiko Marketing Department on (03) 9805 4777.

<http://readyssetwin.seiko.com.au>



Ready, Set, WIN!

WIN PRIZES VALUED AT OVER \$240,000



with
SEIKO

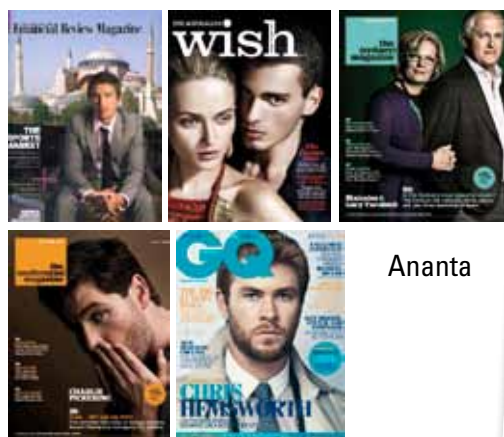
SEIKO

Ready, Set, WIN!



ADVERTISING CAMPAIGN SUMMARY 2011-2012

National targeted print campaign



Ananta



Premier



National outdoor campaign centred around airports and main highways



FACEBOOK

In 2011 PULSAR will also be communicating through the social media channel of Facebook.

This strategy has been employed due to vast amount of users communicating through Facebook; 30 billion pieces of content are shared on Facebook every month and people are happier to communicate with brands online because it's on their terms.

FORD ABU DHABI
WORLD RALLY TEAM
www.ford.com

PULSAR
OFFICIAL WATCH PARTNER



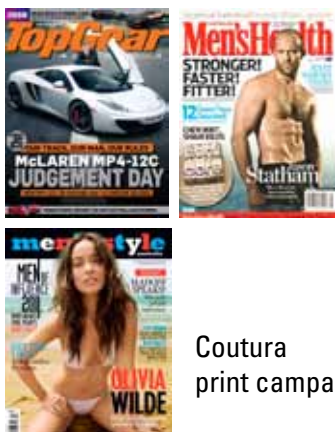
SEIKO



Sportura



Pulsar



Coutura
print campaigns



Online campaign for Sportura, Coutura and Ananta
delivering in excess of 4.6 million page impressions



3 year agreement with
FC Barcelona



New communication
message

Seiko Australia Pty Ltd
89 Epping Road, North Ryde NSW 2113
Phone: +61 2 9805 4777 Fax: +61 2 9887 3736

SEIKO

PULSAR

 LORUS